

BRAND-NAME RECOGNITION

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ABSTRACT OF THE DISCLOSURE

A method and system allowing the assessment of the strength of at least one mark relative to at least one other mark. In one embodiment, a method includes but is not limited to displaying at least two marks as activation mechanisms for a print-shopping-list command, and determining relative consumer awareness of the at least two marks by maintaining an accounting of the number of times each of the at least two marks is activated. In one embodiment, a system includes but is not limited to hardware and/or software effecting the method.

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